



# IFRC Guidelines to Software Tools for Long-term WASH programming

## Summary



Strategy 2020 voices the collective determination of the IFRC to move forward in tackling the major challenges that confront humanity in the next decade. Informed by the needs and vulnerabilities of the diverse communities with whom we work, as well as the basic rights and freedoms to which all are entitled, this strategy seeks to benefit all who look to Red Cross Red Crescent to help to build a more humane, dignified, and peaceful world.

Over the next ten years, the collective focus of the IFRC will be on achieving the following strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disasters and crises
2. Enable healthy and safe living
3. Promote social inclusion and a culture of non-violence and peace

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**IFRC Guidelines to Software Tools for Long-term WASH programming 1319500 10/2017 E**

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# Introduction

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## **BACKGROUND**

In 2007, IFRC launched the 'Software tools for long-term water and sanitation programming'. This guide focussed primarily on the well-established community-based PHAST (Participatory Hygiene and Sanitation Transformation) methodology. In recent years, the number of National Societies implementing other community-based participatory approaches such as CLTS (Community Led Total Sanitation) and school-based approaches has grown rapidly. A number are implementing 'hybrid' or 'mixed' approaches.

In addition, the global 'WASH landscape' has changed, with increased evidence on what makes effective and sustainable programming. The Sustainable Development Goals, climate change, water scarcity and integrated water resources management are now necessary programming features.

Furthermore, particularly for National Societies who are auxiliary to their Governments in times of crisis, there is a growing need for improved coherency in programming across the 'resilience continuum'. To strengthen resilience and risk reduction, WASH activities need to transition smoothly between relief, recovery, and development contexts.

A considerable amount of experience, knowledge and skills in WASH software exists within National Societies. This document aims to bring together those experiences, as well as evidence from the field (within and beyond the RCRC), and provide updated guidance for WASH Software in long-term programming.

This guideline is for Red Cross Red Crescent WASH staff and volunteers. The overall aim of the guide is to improve the quality, effectiveness and sustainability of long-term developmental WASH programming implemented by National Societies.



# Part I: Commitments and Policy framework

## POLICIES

The IFRC and National Societies are guided by key global, country level and RCRC policies and initiatives on and related to WASH.

GLOBAL	SDGs	SDG 6: Ensure availability and sustainable management of water and sanitation for all. In addition to SDG 6, WASH has important overlaps with <b>SDG 3: Ensuring healthy lives and promoting the well-being for all</b> , and <b>SDG 4: Ensuring inclusive and quality education for all</b> .
	UN Human Rights to Water and Sanitation	Every individual, regardless of gender, race, ethnicity or where they live, holds the human rights to water and sanitation.
NATIONAL	National Water, Sanitation and Hygiene Policies or Strategies	Many countries have developed national water, sanitation and hygiene policies, which describe WASH context, set targets, coordination mechanisms, monitoring and evaluation frameworks and standards. It is common for these policies to mandate specific software approaches (e.g. CLTS) used in the country. Each country the specific context must be considered.
RCRC	IFRC Water and Sanitation Policy	The Water and Sanitation Policy states: <i>“A careful, respectful approach to official community leaders and traditional and/or religious leaders is imperative. Local knowledge and advice is crucial. When the community is committed, Government is informed and relationships with other players and local Red Cross structures are established, the engineering work may commence.”</i>
	National Society Strategic Plans	Each National Society develops their own strategic plan, which identifies core activities and priority areas for programming in emergency/relief, recovery and developmental contexts. National Society strategic plans may also elaborate country context and their ‘way of working’ (including branch structure, volunteering etc.).
	National Society WASH or Health Policies	Many National Societies have also developed specific WASH policies or Health policies with WASH components. These policies usually outline capacity and experience in the WASH sector, guiding principles, specific context and targets, and details of any hardware or software approaches (e.g. PHAST, CLTS) that the National Society is experienced in or advocates for.

### The global WASH landscapes

- 1.8 billion people globally use a source of drinking water that is contaminated with faeces
- Water scarcity affects more than 40 per cent of the global population – and is projected to rise
- 2.4 billion people lack access to basic sanitation services, such as toilets or latrines
- Floods and other water-related disasters account for 70 per cent of all deaths related to natural disasters<sup>1</sup>.

‘Hygiene promotion’ in the RCRC context, is defined as: *A planned, systematic approach to enable people to take action to prevent water, sanitation and hygiene-related diseases by mobilising and engagement of the affected population, their knowledge and resources; and to maximize the use and benefits of water and sanitation items and facilities.*

<sup>1</sup> [www.un.org/sustainabledevelopment/water-and-sanitation/](http://www.un.org/sustainabledevelopment/water-and-sanitation/)

The IFRC advocates strongly for the integration of hardware and software for ensuring sustainable and effective water and sanitation interventions.

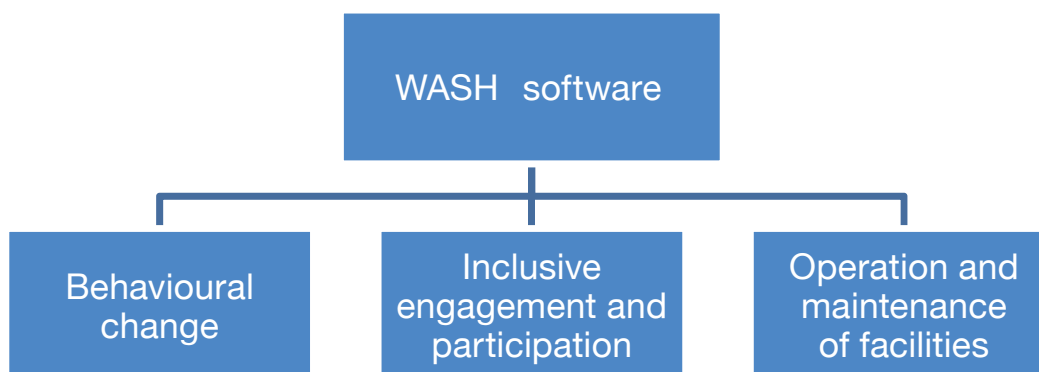
- **“Hardware”** is defined as the engineering inputs related to appropriate equipment and construction, such as tanks, pipes, pumps, and latrines. Hardware needs to meet both technical criteria (e.g. quality, functionality, safety) and ‘social criteria’ – such as affordability, accessibility, and acceptability.
- **“Software”** is an umbrella term and encompasses activities in the areas of community involvement and participation, hygiene promotion and fostering behavioural change, local capacity-building, and empowerment for ownership of facilities, and operation and maintenance mechanisms for water and sanitation facilities and services. The term ‘WASH software’ will be used throughout this document. The three core components of WASH software are: behavioural change, inclusive community engagement and participation, and operation and maintenance of facilities. An enabling environment supports these components.
  - Engaging both communities and stakeholders is critical for project sustainability and accountability. Consultation alone is not enough
  - communities should be empowered to participate and make decisions regarding their priorities, preferences, and goals.

- Engagement with stakeholders such as local government, local service providers or community-based masons is critical for post-project sustainability and long-term WASH service delivery.
- Gender and diversity-sensitive WASH initiatives lead to more equitable, effective, and efficient programming for all members of vulnerable communities.

#### The Global Water and Sanitation Initiative

The IFRC’s Global Water and Sanitation Initiative (GWSI) is a common but flexible approach that promotes and guides establishment of large-scale, long-term sustainable water and sanitation programmes. At the core of the GWSI is integration of software and hardware, anchored with community participation.

**WASH programming should follow the Disaster Resilience Continuum.**



Recommendations are provided below for two general scenarios that National Societies may face:

### Transitioning from emergency response to long-term programming

- Begin planning for the transition to recovery and development programming as early as possible.
- Community engagement and empowerment should begin in emergency response and be strengthened as programming develops.
- Hardware interventions in the emergency phase should be planned with a long-term version, emphasis future risk reduction.
- Advocate with donors for a timely transition to recovery and developmental programming (minimise the 'gap' or delay as much as possible).
- Long-term planning should 'build upon' activities or facilities that were repaired/reconstructed/constructed as part of the emergency response.
- Use information on health, facility use, hygiene and sanitation behaviours, and perceptions etc. that were collected as part of the emergency assessment and monitoring to guide or prioritize activities in the long-term programme.
- Make use of volunteers and/or staff trained as part of the emergency response. This capacity, experience and skills can be utilised to strengthen long-term programming.
- Continue to coordinate with local government and external stakeholders (e.g. agencies planning long-term development programming in the area).

### Long-term programming is 'interrupted' by a sudden onset disaster or emergency

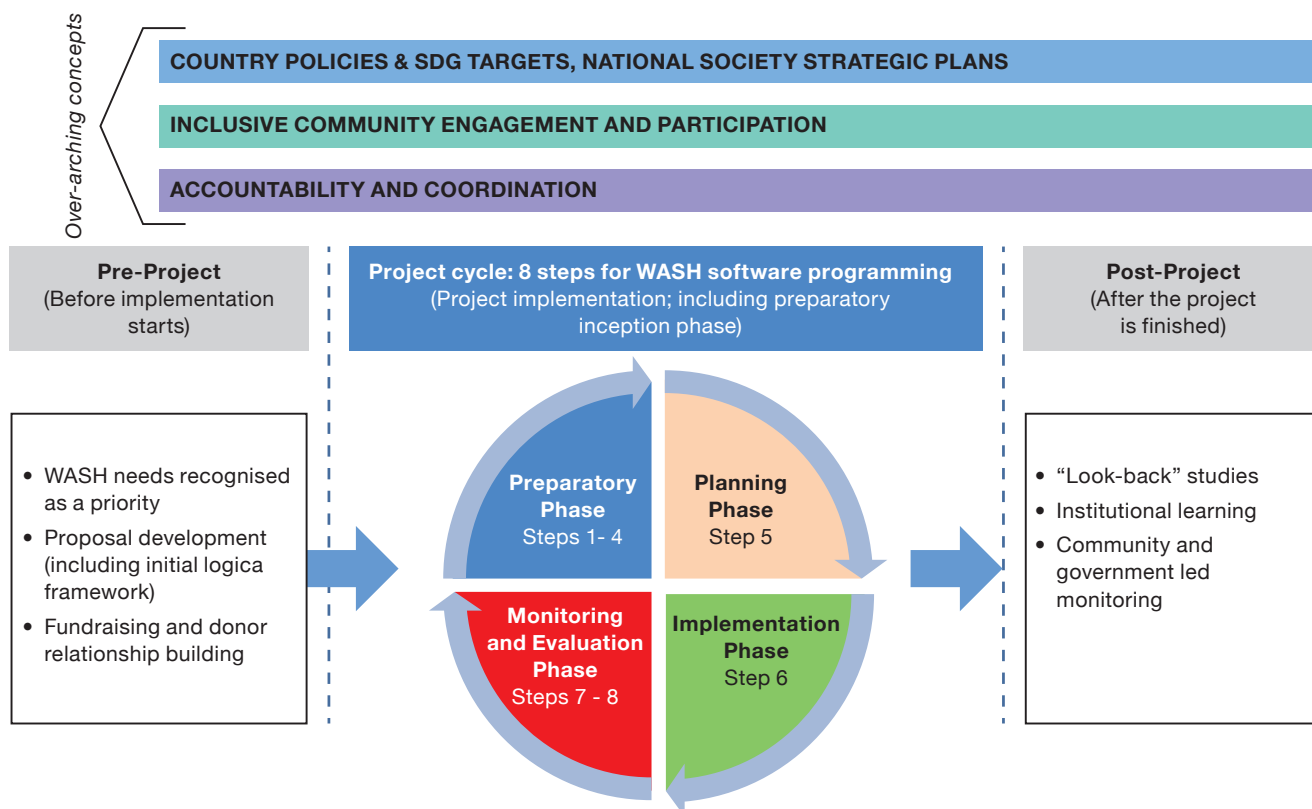
- Use existing hygiene promotion volunteers to support communities with immediate relief activities and lead critical hygiene promotion activities to avoid disease outbreaks during the emergency. Existing trained hygiene promoters can be used to train or coach others throughout the recovery process and until development activities are re-established.
- During proposal development for any long-term WASH programme (especially in a disaster-prone area), advocate with the donor for an amount of funds to be 'set-aside' (or 'ear-marked' as part of the overall budget) for emergency response. This is particularly relevant for any integrated program that focusses on community resilience or disaster risk reduction.
- Advocate to donors the importance of improved quality and appropriately located hardware and supporting mechanisms such as community monitoring, and linkages to local government health and emergency response bodies.
- If global or regional IFRC response mechanisms are deployed, ensure that WASH and Health staff briefing includes sufficient background information such as the long-term objectives of the programme, overview of cultural practices and local WASH preferences. Surveys reports should be shared.

Community Based Health and First Aid (CBHFA) is the most commonly used community and health approach amongst the NSs and eCBHFA is the revised version of the CBHFA. eCBHFA and WASH programming have the same ultimate goal: to empower communities to actively protect themselves

from disease, by committing to change and individual action. The integration of CBHFA and WASH will constitute a good example for integrated health programming, by reducing the fragmentation associated to vertical sector programmes.

## Part II: WASH software across the project cycle

The following framework can be used to broadly describe long-term WASH programming in the Red Cross Red Crescent context:



### PRE-PROJECT

A broad assessment is usually done when the project proposal is written, with a more detailed assessment conducted during the preparatory (or inception) phase of project implementation.

After the inception phase, a revision of project scope, activities and the logical framework may be required (based on the assessed detailed needs, culture, preferences, and context of the communities).

### PROJECT CYCLE: 8 STEPS FOR WASH SOFTWARE PROGRAMMING

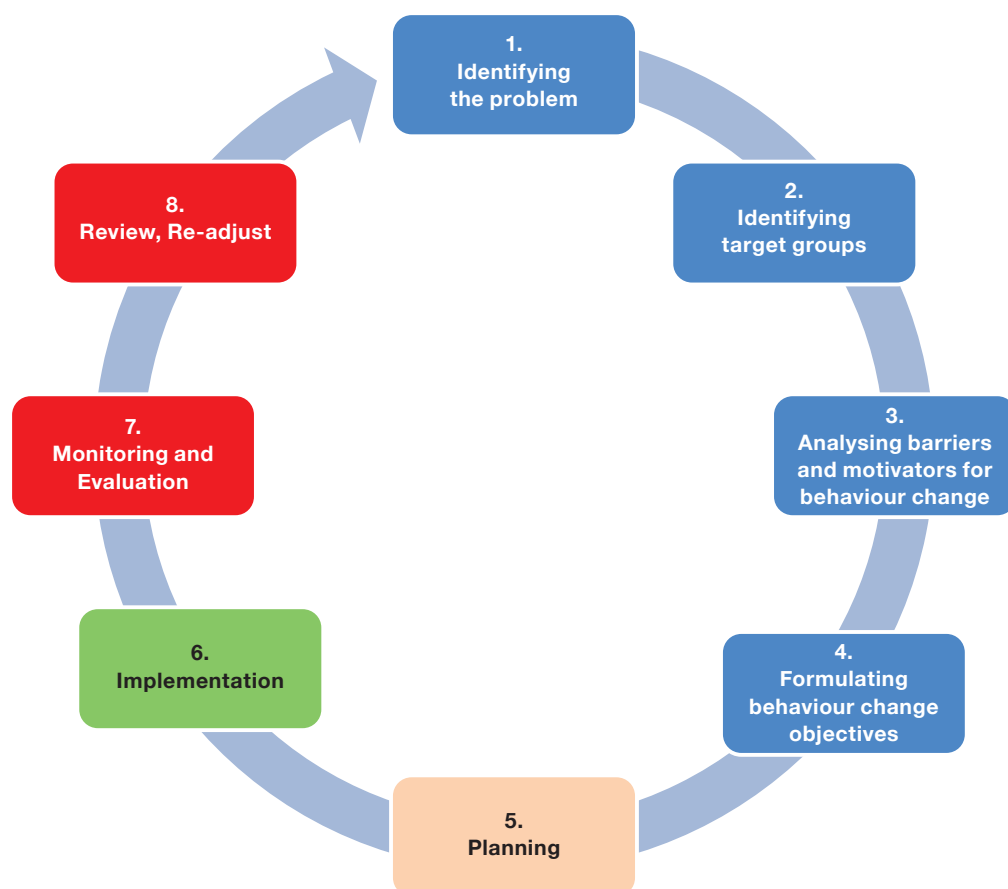
Across the project cycle, there are 8 key steps for designing, planning, implementing, monitoring,

and evaluating effective and sustainable WASH software.

These 8 steps were developed by IFRC to ensure an aligned, common project cycle for both emergency and long-term hygiene promotion. Although the general process for WASH software is similar in emergency and developmental contexts, there are obvious differences in timeframe, disease context and risks, level of detail required (or possible), community capacity, sustainability considerations, and so on.



The 8 steps for WASH software programming are:



STEPS	INCLUDES
<b>Step 1: Identifying the problem</b>	Doing assessment with active community dialogue and engagement and gathering information to identify the problems; the source and consequence of the problem; community needs and the political, cultural, and social context and capacities related to water, sanitation and hygiene. And prioritizing the needs and establishing clear stakeholder analysis.
<b>Step 2: Identifying target groups</b>	Segmenting the community and stakeholders according to target behaviours and decision making and power structures and identify of groups within target communities (men, women, children, minority groups, older people, etc.) and assessment of their different WASH needs and concerns. Also identifying of potential champions or influencers and high-risk groups of water and sanitation related disease
<b>Step 3: Analysing barriers and motivators for behaviour change</b>	Identifying and analysing the factors that motivate, enable or influence people to adopt improved hygiene and sanitation behaviours, and barriers that prevent or deter people from adopting improved hygiene and sanitation behaviours. Assess the motivators and barriers for inclusion (or exclusion of vulnerable groups) and other issues related to WASH sustainability such as willingness and ability to pay, use and control of water sources during dry season, transparency and accountability of fund management and access to markets. It will also enable to select appropriate and effective software approaches and communication methods and techniques.

STEPS	INCLUDES
<b>Step 4: Formulating Hygiene Behaviour Objectives</b>	Setting up prioritised hygiene and sanitation behaviour objectives from the information and analysis gathered from the previous steps together with the target groups and other stakeholders as well as the project engineer. Objectives for change should be formulated for each component of WASH software and to strengthen the enabling environment. In this way, a comprehensive and effective WASH programme will be developed, which enables sustained behaviour change.
<b>Step 5: Planning</b>	Working together with the team, the community and other stakeholders to make a plan for programme implementation including an outline of the problem (from Step 1 – 3), objectives (from Step 4), activities (including approaches and tools to be used) and a monitoring and evaluation plan. The hygiene activities plan must set into the WASH project implementation plan and must align with the hardware component to have a complimenting and enabling flow.
<b>Step 6: Implementation</b>	Implementation should begin once planning and preparation has been completed, and when all stakeholders have agreed on activities. Working together with hardware engineers and others and ensuring the needed behaviour change communication activities tag along with the WASH facilities and recruiting and training HP team (volunteers and staff).
<b>Step 7: Monitoring and evaluation</b>	The monitoring and evaluation plan developed as part of Step 5 should be put into action. Capturing real-time information about project implementation, tracking the progress and results of activities, as well as perceptions and feedback from community members to improve project performance. Any issues or challenges can be identified early and addressed (linked to Step 8).
<b>Step 8: Review and re- adjust</b>	The process of assessing, designing, planning, implementing and monitoring WASH software is not linear. It is a continuous and iterative processes. Use information and feedback from monitoring and evaluation to adjust and revise project activities – don't just use monitoring information for reporting.

## POST-PROJECT PHASE

Post-implementation monitoring, whether by Red Cross Red Crescent, local government or the community itself, is necessary to ensure that WASH services are sustained.

Post-implementation monitoring should be collaboratively planned together with all stakeholders at the beginning of a project.

- 'Look-back' studies revisit project sites – preferable three to five years or more after completion – and assess the degree that the programme has achieved an acceptable level of impact and sustainability.
- Results from 'Look-back' studies are critical for organisational learning and should play a key role in informing the design and development of future programmes.
- If post-project monitoring finds water and sanitation facilities are not functioning, or hygiene

and sanitation behaviours have relapsed, National Societies and their partners can take many immediate actions to remedy or 'fix' these problems. These actions include investigating the possibility of private sector management models, re-organisation or re-training of community WASH committees, or preparation of a new proposal for a 'hygiene promotion and sustainability' project.

Recommendations and lessons (about both successes and failures) are vital for institutional learning and continuous improvement of WASH programming in terms of quality and effectiveness.

## Part III: Menu of WASH software options

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This section provides a ‘menu’ of common software approaches used by National Societies in long-term WASH programming.

IFRC recommends the use of single approaches and combinations of multiple approaches based on the needs and context of the WASH programme. Tools from different approaches (such as Doer- Non-doer analysis) and single tools (such as Nudging) can be used in an approach to fit the needs and to achieve behaviour change.

### **PRACTICAL GUIDE FOR MIXING AND MATCHING APPROACHES AND ADDING TOOLS**

- 1) Find out the similarities and differences of the approaches and tools
- 2) Layout the project cycle steps of the approaches
- 3) Compare the methods of the steps of the two or more approaches and additional tools (which method will be more suitable for the community and the hardware components in the WASH project)
- 4) Monitor the project closely and make necessary adjustments

THE COMMON WASH SOFTWARE APPROACHES USED BY NSS							
Category	Software Tool	Target group	Applicable Context	Detail of Approach	Strengths	Potential challenges	Resources
Community-based participatory approaches	PHAST- Participatory Hygiene and Sanitation Transformation	Household Community	Recovery Development	<ul style="list-style-type: none"><li>- Participatory 7 steps process to support communities to improve hygiene behaviours, prevent diarrhoeal diseases and encourages on management of water and sanitation facilities</li><li>- PHAST is designed to be used for volunteers to mobilize their communities and facilitate planning and action in a participatory way</li><li>- Takes 4 to 6 months</li></ul>	<ul style="list-style-type: none"><li>- Empowers the community</li><li>- Inclusive participation</li><li>- Flexible, adaptable approach</li><li>- Links to hardware</li></ul>	<ul style="list-style-type: none"><li>- Requires skilled, motivated volunteers to facilitate the process</li><li>- Process is time consuming and sometimes communities lose interest</li><li>- Considerable effort and time to adapt the toolkit to the context</li></ul>	<ul style="list-style-type: none"><li>- IFRC PHAST guidance note: Enabling factors for good PHAST programming</li><li>- IFRC PHAST checklist: A planning tool</li><li>- Collection of RCRC PHAST IEC materials: Asia Pacific, Middle East and North Africa, Africa, Americas, Europe</li><li>- World Health Organisation PHAST Step-by-step Guide</li></ul>
	CLTS- Community Led Total Sanitation	Community	Recovery Development	<ul style="list-style-type: none"><li>- Aims to stop open defecation (OD) within a community</li><li>- Includes: Triggering to create demand, participation, empowerment to make decisions, collective behavior change and creating active natural leaders (activists and champions)</li><li>- The use of 'shame' does not work with RCRC fundamental principles, so motivating factor 'disgust' is used instead</li><li>- Takes 3 to 9 months</li></ul>	<ul style="list-style-type: none"><li>- Motivates communities quickly</li><li>- Emphasis on collective community action</li><li>- Harness the capacity of households and local</li></ul>	<ul style="list-style-type: none"><li>- Only appropriate if a community has high rates of OD</li><li>- Very dependent on the quality, motivation and skills of the facilitators</li><li>- Risk of most vulnerable members within the community are excluded</li></ul>	<ul style="list-style-type: none"><li>- Discussion Paper: Community Led Total Sanitation in the Red Cross Movement</li><li>- Using a CLTS Approach in Peri-Urban and Urban Environments: Potential at Scale (CLTS Knowledge Hub)</li><li>- Tracking Progress and Sustainability: Monitoring, Verification and Certification of CLTS</li><li>- CLTS in Post-Emergency and Fragile States Settings</li></ul>

Combined CLTS and PHAST	Household Community	Emergency Recovery Development	<ul style="list-style-type: none"> <li>- PHAST to be used to complement CLTS to address concerns on hygiene behavior</li> <li>- CLTS Triggering to be used as entry point of project</li> </ul>	<ul style="list-style-type: none"> <li>- Comprehensive WASH programming that addresses OD, improvement sanitation and hygiene behaviour</li> </ul>	<ul style="list-style-type: none"> <li>- Implementation needs to be well planned</li> <li>- Care is needed to ensure triggering is done sensitively</li> </ul>	<ul style="list-style-type: none"> <li>- IFRC Guidance Note: Integration of CLTS and PHAST</li> <li>- Case study: CLTS and PHAST in Eritrea</li> <li>- Case study: Integrating CLTS and PHAST in Kenya</li> <li>- Case study: CLTSH in Ethiopia</li> <li>- CLTS Field Guideline from French Red Cross Experience in Cambodia</li> </ul>
CHAST – Child Hygiene and Sanitation Training	Community Children Schools	Emergency Recovery Development	<ul style="list-style-type: none"> <li>- Based on PHAST approach with 5 step process of educational games and activities to teach children on personal hygiene and health</li> <li>- Uses 'Child to child' approach to encourage children to participate in open discussions and share it to their peers</li> </ul>	<ul style="list-style-type: none"> <li>- Can improve hygiene and sanitation behavior in children</li> <li>- Encourage children to actively participate</li> <li>- Activities can be adapted to broader WASH related diseases</li> </ul>	<ul style="list-style-type: none"> <li>- Transfer of knowledge and messages to caregivers and household is unknown</li> <li>- To enable behavior change, access to water and sanitation facilities are required in households and schools</li> </ul>	<ul style="list-style-type: none"> <li>- CHAST: A Practical Guide (Caritas, 2004)</li> <li>- CHAST in Somalia: A case study</li> <li>- Vietnam Red Cross CHAST Manual and Resources</li> <li>- Pakistan Red Crescent CHAST Instruction Sheets (English versions)</li> <li>- IFRC/PRCS Integrated Recovery Program (IRP) Review of WASH Activities</li> </ul>

School-based approaches



Category	Software Tool	Target group	Applicable Context	Detail of Approach	Strengths	Potential challenges	Resources
School-based approaches	SLTS- School Led Total Sanitation	Community Children Schools	Recovery Development	<ul style="list-style-type: none"> <li>- Aims to create demand for sanitation (as in CLTS) in community but starts with children</li> <li>- Children are recognized as 'change agents' in their community and school leads the way in sanitation improvements in the community</li> <li>- Menstrual Hygiene Management (MHM) should be incorporated</li> <li>- Existing teachers are trained to facilitate and lead</li> </ul>	<ul style="list-style-type: none"> <li>- Using children as 'change agents' contributes to long-term behavior change</li> <li>- Promotes a sense of community and empowers households to decide for themselves on how to improve their sanitation and hygiene situation</li> <li>- Emphasis on collective action</li> </ul>	<ul style="list-style-type: none"> <li>- Success depends on the motivation and effectiveness of the trained teachers (facilitators)</li> <li>- Although children might pass the messages to their caregivers, this may not translate to improved sanitation.</li> </ul>	<ul style="list-style-type: none"> <li>- Guidelines on School-Led Total Sanitation (UNICEF Nepal)</li> <li>- School led total sanitation: principles and practices</li> <li>- Successes, challenges, and characteristics of School-Led Total Sanitation (SLTS) in Ghana</li> <li>- Menstrual Hygiene Management in Schools Toolkit (WASH-plus/SPLASH Zambia)</li> </ul>
	WinS – WASH in Schools	Children School	Emergency Recovery Development	<ul style="list-style-type: none"> <li>- Also known as SSHE (School Sanitation and Hygiene Education).</li> <li>- Holistic approach of both hardware and software aspects needed to improve school hygiene and sanitation, i.e. total package of sanitary conditions and facilities plus activities to promote it and prevent water and sanitation-related diseases.</li> </ul>	<ul style="list-style-type: none"> <li>- Uses existing network of schools</li> <li>- Recognizes and uses children as agents of behavior change</li> <li>- Emphasis on empowerment of girls, especially on MHM</li> </ul>	<ul style="list-style-type: none"> <li>- Expensive and time-consuming</li> <li>- Difficult to manage this multi stakeholder partnership and inter-sectoral work</li> <li>- Depends on the drive and motivation of teachers and school management</li> </ul>	<ul style="list-style-type: none"> <li>- WASH in Schools resources (UNICEF)</li> <li>- WASH in Schools Monitoring Package (UNICEF)</li> <li>- Tools for assessing Menstrual Hygiene Management (MHM) in Schools (UNICEF)</li> <li>- Menstrual Hygiene Management (MHM) in WinS Mapping</li> <li>- Child Friendly Hygiene and Sanitation Facilities in Schools (IRC and UNICEF)</li> </ul>

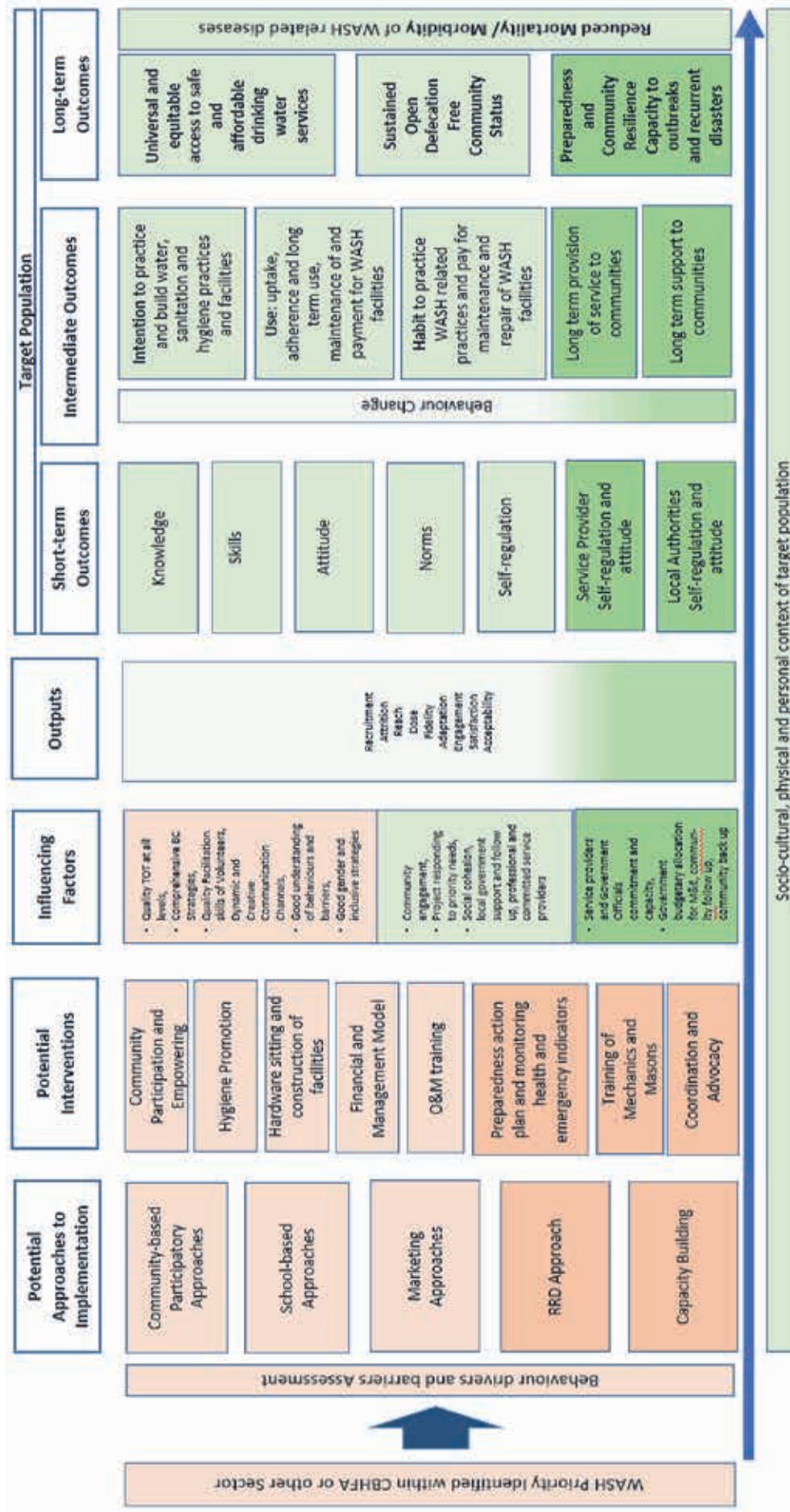
Marketing approaches	SanMark -Sanitation Market-ing	Individuals Households	Recovery Development	SanMark -Sanitation Market-ing			Water and Sanitation Program's (WSPs) Sanitation Marketing Toolkit
				uses commercial marketing techniques to promote goods and services that are specifically to do with the construction and use of sanitation facilities.	Encourages a more sustainable business-oriented approach	Require substantial formative research and analysis which can be expensive and time-consuming and requires expertise	
				<ul style="list-style-type: none"> <li>- SanMark may rely or be combined with other approaches to stimulate demand</li> <li>- formulates research on what products would the target population desire and be willing to pay, demand creation and capacity building for local service providers and vendors</li> </ul>	<ul style="list-style-type: none"> <li>- Can be combined with a community-based approach</li> <li>- Enables beneficiaries to make their own choice on what level of sanitation service they want.</li> </ul>	<ul style="list-style-type: none"> <li>- Risk of excluding or marginalizing vulnerable groups</li> <li>- Market regulation may be complex</li> </ul>	<ul style="list-style-type: none"> <li>- Sanitation Marketing Community of Practice (WaterAid)</li> <li>- UNICEF Guidance Note: Favourable conditions for Sanitation Marketing</li> <li>- UNICEF Guidance Note: Equity in Sanitation Marketing – Reaching the Poor</li> </ul>
	Social market-ing	Individuals Households	Emergency Recovery Development	<ul style="list-style-type: none"> <li>- Uses commercial marketing techniques to promote the adaptation of desired behaviours, can be product or behavior focused.</li> <li>- Uses the four 'P's of commercial marketing- Product, Price, Place and Promotion. And a fifth 'P'- Policy is sometimes included to enable the policy environment.</li> </ul>	<ul style="list-style-type: none"> <li>- Same as SanMark</li> </ul>	<ul style="list-style-type: none"> <li>- Same as Sanmark</li> </ul>	<ul style="list-style-type: none"> <li>- Social Marketing: A Consumer-based approach to promoting safe hygiene behaviours (WELL Factsheet)</li> <li>- WEDC Guidance: A social marketing approach to hygiene promotion and sanitation promotion</li> <li>- Social Marketing in Sanitation (SIWI Briefing Note)</li> </ul>

Category	Software Tool	Target group	Applicable Context	Detail of Approach	Strengths	Potential challenges	Resources
Behaviour change approaches and models	RANAS- Risk, Attitudes, Norms, Abilities and Self-regulation	Individuals Households	Recovery Development	<ul style="list-style-type: none"> <li>- Method for measuring behavioural factors, assessing their influence on behavior, designing tailored strategies that change behavior and measuring the effectiveness of these.</li> <li>- There are four phases with different tools and outputs: <ul style="list-style-type: none"> <li>•</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Tailored to the target population and are proven to change behavior under local conditions.</li> <li>- Provide an evidence base for future interventions</li> <li>- RANAS can be used to redesign promotional activities to achieve behavior change objectives</li> </ul>	<ul style="list-style-type: none"> <li>- Requires several months to complete.</li> <li>- Require sufficient capacity and knowledge to implement</li> <li>- Focus on individual behaviours and does not incorporate community management of water and sanitation facilities</li> <li>- Cannot be used as an approach for WASH programming across the whole project cycle</li> </ul>	<ul style="list-style-type: none"> <li>- RANAS Methodological Fact Sheets</li> <li>- Practical Guide: Using the RANAS approach for systematic behaviour change in WASH</li> </ul>

Phase	Tools	Output
Identify potential behavioural & contextual factors	Qualitative survey RANAS model	Behavioural factors to test
Measure & determine	Doers/Non-doer analysis	Behavioural factors to change
Select BCTs & design behavior change strategies	RANAS Catalog	Behavioural change techniques to apply
Implement and evaluate behavior change strategies	Before-After-Control (BAC) trial	Best behavior change strategy to apply at scale

## THEORY OF CHANGE FOR LONG-TERM DEVELOPMENTAL WASH PROGRAMMING WITHIN THE RED CROSS RED CRESCENT.

It illustrates the relationship between approaches and interventions, outputs and short to long term outcomes for the target population across hardware, software and the enabling environment







# The Fundamental Principles of the International Red Cross and Red Crescent Movement

**Humanity** The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

**Impartiality** It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

**Neutrality** In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

**Independence** The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

**Voluntary service** It is a voluntary relief movement not prompted in any manner by desire for gain.

**Unity** There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

**Universality** The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

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